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TO: David Dangoor DATE: March 29, 1989

FROM: Karen Eisen

SUBJECT: Summary of Merit Reportorial Campaign Research

This memo summarizes the three consumer research studies conducted for Merit's Reportorial Campaign since its inception in March 1988. Two of these studies (the QCT and the Ad Monitor) were quantitative in nature and represent the opinions of smokers from a number of geographic locations across the United States. The third study was qualitative in nature and was conducted only in Chicago.

PORTFOLIO QCT STUDY

Ad/Campaign Findings

Smokers were exposed t .ning eight ads, including either "Do I Enriched Quick". After viewing the port wn an array of ads from the Merit campaig il.

Merit's advertising wa his test. Specifically, in a clu ironment, it had the ability to break t achieve high brand name registration. (86% of Merit smokers and over 60% of competitive smokers remembered seeing a Merit ad after closing the portfolio). Additionally, three-quarters of the smokers that recalled either of the Merit ads were able to correctly described the respective advertisements.

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Those who did not voluntarily mention Merit as a brand in the portfolio were asked if they had recalled a Merit ad. With this aided probe, recall significantly increased as 9 in 10 of the Merit/MUL smokers and more than 8 in 10 of the competitive smokers remembered the ads.

Respondents were then exposed to five Merit ads sequentially and the ads were left in view for the remainder of the interview. There was no doubt as to the intent of the campaign as it clearly communicated low tar and good taste. Specifically, the taste comments centered on Merit's enriched flavor as well as good, smooth and rich taste.

Additionally, smokers were asked to rate the campaign overall. Among its own franchise smokers, the Merit campaign received few negative scores. The majority either viewed the campaign in a positive or neutral light; competitive smokers had a more neutral reaction to the campaign.

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Source: https://www.industrydocuments.ucsf.edu/docs/hklj0004